

Newman P. Mallon

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Senior Marketing & Communications Professional

A self-starting, meticulous and efficient worker who is able to thrive under pressure while maintaining a sense of humour. A creative, enthusiastic team player with excellent inter-personal skills. Able to juggle many projects and achieve bottom-line results. An outstanding writer who is able to communicate complex subjects to a variety of different consumer and technical audiences.

Extensive experience in providing integrated marketing and communications programs to provide a consistent message and maximum effectiveness. Thoroughly experienced in:

- Strategic planning
- Corporate Branding
- Writing
- Graphic Design
- Advertising
- Direct Mail
- Media Relations
- Feature Articles
- Promotions
- Web Sites
- E-mail Campaigns
- Search Engine Optimization
- Pay-per-click programs
- Special Events
- Trade Shows
- CDs/DVDs & Video Productions

EDUCATION

TECHNICAL & PROFESSIONAL WRITING CERTIFICATE

York University, June, 2001.

Two-year, part-time program in technical and professional writing.

CANADIAN SECURITIES COURSE, May, 1998.

HONOURS BACHELOR OF JOURNALISM

Carleton University

One year post-graduate program. Selected for one of 50 positions from over 400 applicants.

BACHELOR OF APPLIED ARTS (Radio & TV Arts)

Ryerson Polytechnical Institute

COMPUTER SKILLS

Adobe InDesign CS2, Adobe Illustrator, Adobe PhotoShop, QuarkXPress, MS Word
MS Excel, MS Access, MS PowerPoint, MS Publisher, Internet, Web Development

MEMBERSHIPS

Publicity Director (1998-1999) & Current Member

Professional Writers Association of Canada

Member, IABC

International Association of Business Communicators

Member, HAPPEN

Executive Networking Group

EMPLOYMENT HISTORY

Identicom Systems Canada

1999- 2007

The largest company in Canada specializing in computerized photo identification and visitor management solutions, including hardware, software and accessories.

MARKETING MANAGER

Responsible for all corporate branding and the strategic planning, writing, design and execution of promotions, marketing, advertising, public relations and web exposure. Managed a marketing & media relations budget of up to \$300,000.

- Increased revenues over 268% from \$4.2 million to \$11.1 million from 1999-2003 through direct mail programs, brochures, sales materials, catalog mailings, search engine optimization, monthly e-mail newsletters, web re-designs, media relations, feature articles and advertising.
- Increased web hits from 100 per month to over 4,000 per month. 12% of new customers mentioned learning of Identicom through the web.
- Wrote and placed 15 feature-length articles and a multitude of product announcements in magazines such as Canadian Security, Government Purchasing Guide, Security Products and Technology (SP&T) and Dialogue (official magazine of the Canadian Payroll Association). 10% of new customers mentioned learning of Identicom through media coverage.
- Saved an estimated 32% on printing costs by sourcing new suppliers and negotiating better pricing.
- Designed three product brochures that drew acclaim from the product manufacturers who then used them to help increase their own sales.
- Researched trade shows in specific vertical market areas and supervised booth design.
- Revised the corporate branding with new looks and branding three times over eight years due to acquisitions. Prepared most of the writing, design and production.
- Executed three major web site re-designs, managed content information, search engine optimization & pay-per click programs.
- Purchased domain names similar to competitors' names to increase web hits by 8.7%.
- Spearheaded direct mail, public relations, advertising and promotional programs in keeping with the brand image.

Media Insight**1993 to 1999**

Freelance writing and consulting assignments for a wide variety of clients in the high tech, business-to business, financial, graphics and media industries.

OWNER/PRINCIPAL

- ◆ Numerous writing and consulting assignments, either directly or through agencies, for such companies as IBM, GE Capital Technology Management Services (GECTMS), CIBC, Royal Bank, PC Imageware, Impulse Computer, Oxford Intelligence, Wright Technologies, SalesLink Systems Inc. and Contact North.
- ◆ Wrote and placed numerous articles in Corporate Image magazine, Style, Ski Tech, InfoCanada, Network World Canada, Computing Canada and other publications.

Delrina Technology Inc.**1991-1993**

A forms and fax software developer, creators of Perform and WinFax, the best-selling fax software in the world, now owned by Symantec Corporation.

MARKETING PRODUCTION MANAGER

Reporting to the Marketing Director. Responsible for the writing, design and production of packaging and marketing materials. Managed an external ad agency, writer, designer and summer student. Total budget: \$4 million.

- ◆ Revised all packaging and marketing materials with new corporate image.
- ◆ This new look and image aided the company in attaining a 90% increase in fiscal-year sales for 1992 and a 286% increase for the following quarter over the same quarter a year earlier.
- ◆ Planned and executed product launches and marketing plans with three product managers.

PureData Ltd.**1990**

A developer and manufacturer of network interface cards (NICs), hubs, MAU's and PureFax, a fax software and board combination.

MEDIA & PUBLIC RELATIONS SPECIALIST

Responsible for production of all marketing materials. Coordinated product launches, trade shows and marketing events. Total marketing budget of \$2.5 million.

- ◆ Executed major product launch for iNET including trade show introduction, press conference, invitations, press releases, media relations, feature articles, brochures, posters and ads.
- ◆ Developed, wrote and distributed press releases and articles which doubled press placements (over those placed by a public relations agency).
- ◆ Supervised two major trade exhibits at Comdex in Atlanta and NetWorld in Dallas, including booth display, set-up, staff supervision and tear-down.

- ◆ Coordinated and produced international marketing materials including translation, which produced significant sales increases in France and Germany.

Python Marketing & Promotions**1988-1989**

A marketing, promotions, graphic design, advertising and direct mail firm.

ACCOUNT MANAGER

- ◆ Sales, creative writing and consulting work for a wide variety of clients including Toshiba, Amdek and Compuserve.
- ◆ Supervised one full-time and one freelance graphic artist.
- ◆ Developed over \$1/4 million in new annual revenues.

Compuserve**1985-1988**

A leading distributor of computer hardware, software and peripherals that was later purchased by Merisel.

MARKETING COMMUNICATIONS MANAGER

Responsible for public relations, advertising and marketing materials. Reported to the VP, Sales & Marketing.

- ◆ Directed \$1 million advertising co-op budget, recovering over \$130,000 in unclaimed co-op money.
- ◆ Spearheaded new public relations, newsletter, advertising, and marketing programs, resulting in sales increases from \$3 million a month to over \$15 million a month, over a three year period.
- ◆ Created sales promotion and incentive programs for NEC and Toshiba resulted in 40-50% increases in sales over a three month period.
- ◆ Launched profitable quarterly newsletter (up to 32 pages), which included feature articles, ads, new product notes and promotional features.
- ◆ Implemented dealer seminar programs across Canada for new product introductions.

Carswell Legal Publications**1983-1984****ADVERTISING COPYWRITER**

- ◆ Created magazine insert and direct mail programs which drew 5-18% response rates.

Media Three Marketing Services Ltd. & International Communications Studios Inc.**1981-1982**

An advertising/public relations firm with an industrial television studio and video editing suite.

ACCOUNT EXECUTIVE AND WRITER

- ◆ Designed ad campaign for Sinclair Radio Laboratories that received five times the number of responses as previous ads.
- ◆ Managed and wrote numerous video programs for a wide variety of clients including Domtar, Alcan and Allied Chemical.